

TO: Distribution**DATE:** October 22, 1992**FROM:** Camille Abbruscato**SUBJECT:** CAMBRIDGE MARCH PACK PROMOTION ELEMENTS MEMO

OVERVIEW

Beginning March, Cambridge will be offering consumers a ~~BIG1F~~ pack incentive (utilizing the 2-pack sleeve vehicle) plus a booklet of money saving coupons good for future purchases of Cambridge. The promotion will be nationally distributed throughout pack outlets, primarily convenience, convenience/gas and grocery.

OBJECTIVES/STRATEGIES

The primary objective of this promotion is to generate trial among competitive price sensitive smokers. In addition, the program is designed to encourage purchase continuity among the "trial smokers," as well as the brand's own users.

In order to achieve these objectives, Cambridge will offer a B1G1F pack retail incentive and deliver a booklet (to be inserted between the two packs) of two money saving coupons encouraging additional purchases of Cambridge:

- \$.40 off 1 pack
- \$.80 off 2 packs

The booklet will also include a name generation device offering a lighter to complete the form.

PROMOTIONAL DETAILS

Offer: B1G1F Pack plus booklet of Cambridge pack coupons

Timing: 1st Trimester (March)

Presell: December 28th - February 26th

Geography: National

Target Tradeclass(es): Pack Outlets - Convenience, Convenience/Gas & Grocery

Deals: ~~2.9 million~~

Units: 58 million

Displays: ~~72,643~~

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PRODUCT

Field Sales will be allocated a total of 2.9 million two-pack deals which will be assembled into the two-pack sleeves by Richmond Packing Operations. The distributors and/or S/R's will be required to place the deals into the shipper displays.

Five packings will be available in accordance with the following breakdowns:

	<u># of Cartons per Displays</u>	<u>% of Total Deals</u>	<u>Packing Code</u>
Cambridge FF KSF	1	12.5%	08VA
Cambridge FF 100's	2	25%	08XA
Cambridge LT KSF	1	12.5%	14RA
Cambridge LT 100's	3	37.5%	14TA
Cambridge ULT 100's	1	12.5%	03WA

UPC #'s for the B1G1F two-pack sleeves are:

KSE 100's
0-28200-19040-6 0-28200-19044-4

DISPLAYS/POS

A total of ~~72,643~~ 40-deal/80-pack shipper displays will be available for this promotion in addition to a variety of POS materials.

<u>Display Size</u>	<u>Dimensions</u>	
Assembled 40 deal display	16" D x 12 1/4" W x 21 1/2" H	
<u>PM Express Shipper Kit</u>	<u>Kit Dimensions</u>	<u>Kit #</u>
40 deal shipper display, 1 small poster and 1 dangler	16 1/2" L x 20" W x 2" H	28501

ALLOWANCES/TERMS

The following payments and promo codes will be provided in support of this promotion:

	<u>Payment</u>	<u>Promo Code</u>
Distributor Payment: To assemble 40 2-pack units into display	\$18/12M case	818
Display Placement	N/A	285A

In addition, a \$0.10/carton handling allowance will be provided for distributors for handling the free pack.

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ORDERING

Orders for the two-pack deals should be placed into D. Smith beginning January 18th.

Orders for PM Express Kits can be made via PM Express Interactive Voice Response (IVR) beginning January 18th through April 2nd.

ATTACHMENTS

- Materials Timetable /Listing
- Deal/Display Allocations

CA32/sl

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